PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/MAY 1991

THE POWER OF PREPRINT

New Preprint Techniques Lower Costs

How Coors Achieves JIT

Equipment Options For Hear Sealing

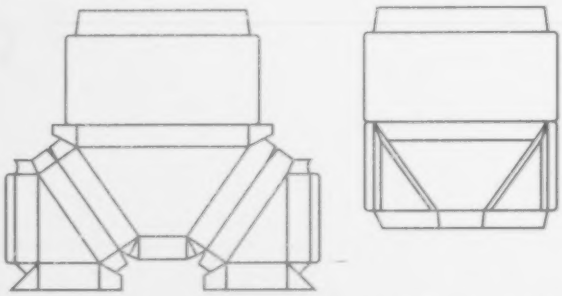
BREAKING NEWS

cal innovation went to the tray/cover for Coopers animal health vaccine manufactured by Prent Corp. with vinyl from Goex Custom Extrusion.

Firm sees big growth in OTC drugs: The U.S. over-the-counter drug marketplace is being thoroughly transformed, says a new report from business researchers Find/SVP. The firm says a growing number of drugs once available only by prescription are being made available for OTC sales. As of 1990, total domestic sales for the OTC market reached approximately $10.6 billion at the manufacturers' level. By 1996 sales could climb to $17.6 billion as a result of Rx-to-OTC switches.

Aluminum bottle makes salon debut: Joico Laboratories, City of Industry, Calif., has introduced a line of salon hair-care products in aluminum bottles. Unlike aluminum beverage cans that are printed to cover most of the aluminum, the brushed surface of the Joico bottles is given a transparent coating so a maximum amount of aluminum remains visible. Arroyo Plastics developed a custom polypropylene closure. The bottle supplier is Advanced Monobloc.

Paperboard folds into three-pocket tray: Intricate folds enable a single paperboard blank to become a three-compartment, lidded tray for dual-ovenable dinners. The carton, said by supplier Kliklok Corp. to be the first of its kind, is designed to be displayed either flat or on its edge in the freezer case.



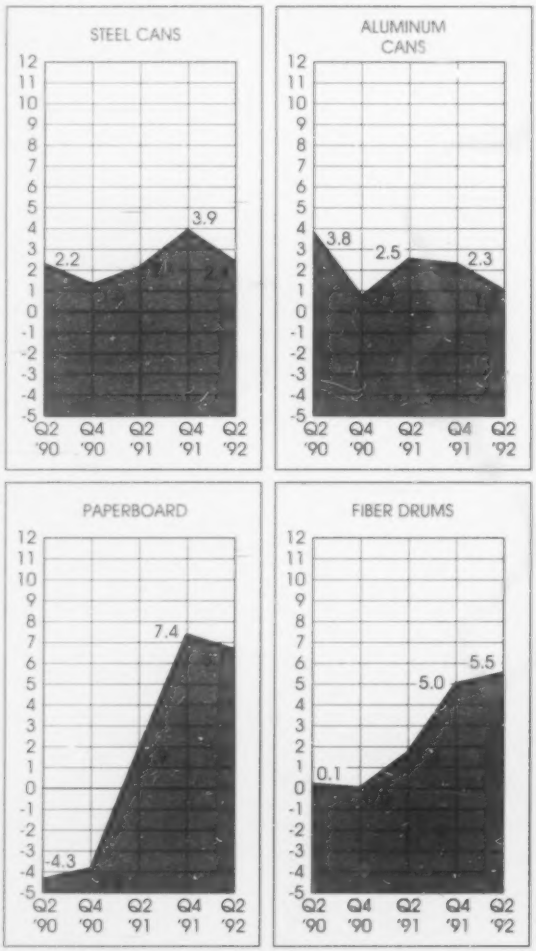
Danes update eel package: One winner of the Scanstar 91 Packaging Competition is a PE-coated fiberboard carton from Danapak, Denmark, which replaces the wooden crate previously used to ship live eels. A Finnish press release says, "The problem of packaging living eels is that they are too lively. It had to be prevented that the eels slip out of the package before it is full. Previously there were needed at least three workers before all eels were in the box and the lid on."

CAN PRICES STABLE

Price increases for both aluminum and steel cans have been very moderate for nearly a year, as weak demand for the basic metals in non-packaging uses holds down costs. This scenario is forecast to continue at least through the middle of 1992, though steel cans could experience a bit more upward pressure in the second half of this year. As we reported last month, prices for paper-based products, including paperboard and fiber drums, are expected to rise later this year and into 1992, following two years of price decreases.

PRODUCER PRICE INDEXES

% Change Vs. Year Ago



Data Source: Bureau of Labor Statistics Forecast: Cahners Economics

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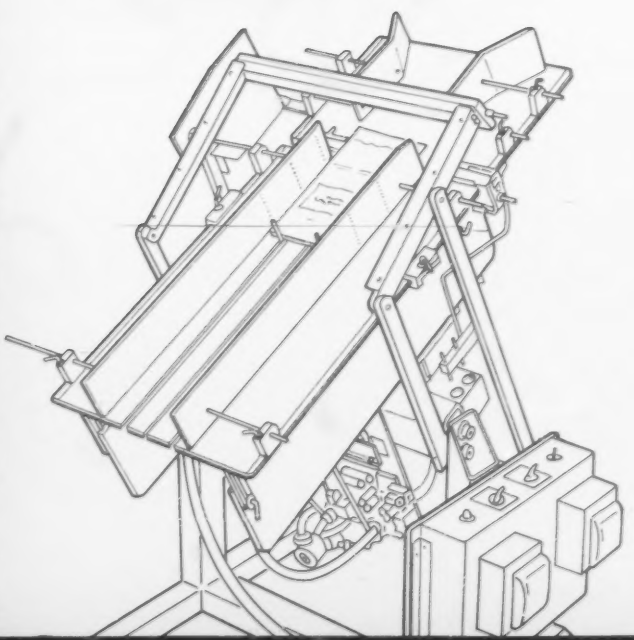
A CAHNERS PUBLICATION
VOLUME 36 NUMBER 6

Versatile packaging teams make JIT work at Adolph Coors' Shenandoah brewery. Page **34**

What benefits does formal packaging education offer future employers? Page **41**



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On the cover: Branded produce stands out in dramatic black preprint cases. Photo by Kevin Banna. Page **26**

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COMING NEXT MONTH

PACKAGING's 1991 Consumer Survey

Face it. Your product is judged by the package it comes in. What do consumers think of easy-opening, microwaveable, resealable and other attributes and trends? The latest from our exclusive annual survey.

Advanced testing systems cut costs

Damage rates too high? Are your products under- or over-packaged? There's only one way to know for sure—lab testing.

1991 Innovator Awards ballot

Here's your chance to vote for the best equipment, materials, containers, redesigned and new retail packages on the market.

Contoured 'classic' bottles live on as larger NR packages. Page **15**

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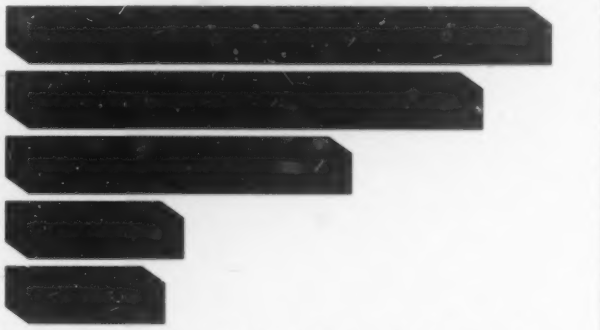
ENVIRONMENTAL NEWS

Study Suggests Environmental Terms Are Lost On Many Consumers

Environmental marketing messages used on packaging or in advertising may be lost on most consumers. That's one conclusion from a recent study conducted by Environmental Research Associates for the Council on Plastics and Packaging in the Environment (COPPE).

Although 80% of the 1,000 adults polled by telephone said they knew what the term "recyclable" meant, only 48% knew the meaning of "environmentally friendly" and only 16% understood the meaning of the term "source reduction."



Many adult consumers are missing the environmental message packagers are trying to send, according to a study commissioned by COPPE.

Source: Council on Plastics and Packaging in the Environment

Interviewers asked adults from all 50 states to identify five environmental terms: the previous three plus "biodegradable" and "green labeling." Those claiming to know each term were required to accurately define it before they were officially recorded as understanding it.

Although respondents in higher income brackets were more likely to know the terms "biodegradable" and "environmentally friendly," income level seemed to make no difference in understanding the term "source reduction."

COPPE says 37% of those polled named environmental groups as their best source of unbiased information about the environment, followed by 24% who named consumer groups, 19% who named the news media, 9% who relied on the stores where they shopped, 7% who named the government and 5% who named product namufacturers.

For more information about the study, circle Reader Service No. **421**.

Cost Impedes Progress, Say Packaging Execs

What do manufacturing and packaging executives think about the issue of solid waste? The Gallup Organization recently polled executives of Fortune 500 companies to find out for design firm Walter Dorwin Teague Associates.

Of those polled, 35% said they saw increased production and manufacturing costs as an obstacle to adopting environmentally friendly packaging—down 8% from the previous Teague-Gallup poll taken in November 1989.

Another 18% said inconsistent laws discouraged green packaging—an increase of 16% over the previous survey.

Also significant was the 62% of respondents who expressed confidence that the public would be willing to absorb the increased costs of environmentally friendly packages. Only 58% felt that way last year.

The Gallup Organization conducted the telephone survey — with a random sample of 100 packaging decision makers of Fortune 500 consumer-product companies. The range of error is plus-or-minus 9.8%. For more information on the survey, circle **422**.

Flexibles Group Supports Petition On Green Claims

In a letter to the Federal Trade Commission, Glen Braswell, president of the Flexible Packaging Association, expresses his group's support of the National Food Processors Association's "green marketing" petition to the FTC.

The petition, filed early this year and supported by other food industry groups, asks the FTC to adopt voluntary national industry guidelines for the use of environmental marketing terms. (See related item above.)

The fact that the petition was filed with the FTC has received wide attention. Here are the goals of the petition, according to the FPA: (1) assure the free flow of environmental information to consumers so they can make marketplace decisions based on fact; (2) assure the truth and accuracy of environmental claims; (3) provide one nationally uniform approach to environmental marketing to help stimulate investment by industry; and (4) foster competition to improve the environmental attributes of products and packaging.

Industry seeks FTC assistance because of the commission's authority to regulate advertising claims, and because many industry groups believe regulation of environmental marketing terms must be standardized at the federal level, rather than left to each state's legislature. The latter scenario now seems most likely.

In his letter, Braswell says, "FTC leadership is urgently needed if we are to foster nondeceptive environmental marketing communications which will stimulate product and packaging innovations to benefit the environment."

Drink Box Makers Target Schools

The makers of aseptic packaging in the U.S. have gotten a real education about facing environmental controversy. Now they're doing some teaching of their own. After suffering a ban on the aseptic package in Maine and criticism of the Aseptic Packaging Council's advertisements touting drink boxes as being as easy to recycle as newsprint, drink box proponents are at least getting an A for effort.

A recent story in *The Wall Street Journal* on the aseptic packaging controversy said some Maine legislators had predicted the state would lift the ban at least long enough for the industry to prove its recycling claims.

That proof may be coming. Pilot school recycling projects for drink boxes are winning praise. *And the use of hydrapulping to* extract wood—do you mean wood or cellulose?— fibers from the containers appears to be practical. However, the problem of what to do with the aluminum and plastic left over has not been solved.

Now the aseptic packaging industry has teamed up with Scholastic Inc. to provide some classroom materials that teach kids about packaging. The program, called "Planet Earth: The Whole Package," is currently being distributed to all teachers whose schools subscribe to *Scholastic* magazine.

The program consists of an in-classroom poster and suggestions for exercises and projects to stimulate a greater awareness of the process of packaging. Students are encouraged to examine such issues as how packages are made and transported, how much or how little waste each kind of packaging represents and how these processes affect the planet. Suggested at-home assignments are also included to involve the entire family in packaging awareness.

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PHOTOCREDITS

Cover: Kevin Banna. **Line of the Month:** Jack Grosaman, Images Photographics; Tommy Thompson. **Plastic Film Heat Sealing:** Roger Jadown, illustration.

*Indicates Advertiser in Packaging 1991 Buyers Guide.

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PACKAGING® formerly Package Engineering including Modern Packaging (ISSN 0746-3820) (GST #123397457) is published monthly except semi-monthly in March and June by The Cahners Publishing Company, (Subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington Street, Newton MA 02158-1630. Terrence K. McDermott, President; Frank J. Sibley, Executive Vice President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production dand Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook Street, Denver, CO 80206-5800. Phone 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to PACKAGING®, P.O. Box 173377, Denver, CO 80217-3377. PACKAGING® formerly Package Engineering including Modern Packaging, copyright 1991 by Reed Publishing USA; Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Krakoff, President and Chief Operating Officer; William M. Platt, Senior Vice President. PACKAGING® formerly Package Engineering including Modern Packaging is distributed throughout the United States to executives with buying and specifying responsibility for packaging machinery, containers, materials and supplies. Annual subscription rates for non-qualified people: USA, 1 year: $84.95, 2 years, $159.95; Canada/Mexico, 1 year: $114.95, 2 years, $214.95; other countries, 1 year, $149.95; $219.95 air mail; 2 years $279.95, $419.95 air mail. Single copies of the Product Sources Guide, $30. Single copies of the Packaging Line Planning Guide, $30. Single copies of regular issues are available for $10, $10 and $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to Kris Cunningham, 44 Cook Street, Denver, Colorado, 80206-5800. REPRINTS OF PACKAGING® formerly Package Engineering including Modern Packaging articles are available in quantities of 500 or more. For a specific quotation, contact Andrea Marwitz, Cahners Plaza, 1350 E. Touhy Avenue, P.O. Box 5080, Des Plaines, Ill. 60017-5080; 708/635-8800. PACKAGING and MARKETING PLUS are registered trademarks of Reed Properties Inc., used under license.